



## *“ IN THE SPOTLIGHT ”*

### Successful Case Histories

### OF

### Minority and Women Business Enterprises

Presented at the

Affirmative Market Program

8<sup>th</sup> Annual Statewide

2008 Fiscal Year

Kick-Off Meeting

September 18, 2007

State House, Great Hall of Flags

Monserrate Quinones, Executive Director,  
Affirmative Market Program



Michael Kaye, Affirmative Market Program  
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**Welcome to the Affirmative Market Program's , " In The Spotlight". We are spotlighting eight companies that are examples of how Minority and Women Business Enterprises are successfully doing business with the Commonwealth of Massachusetts.**

These case histories were selected as a result of companies submitting their stories in response to our questionnaire asking companies how they have served the Commonwealth, their city or community in the following ways:

- How they obtained and/or completed their first contract with the state.
- How they participated as a subcontractor or ancillary partner in a contract.
- How they saved the Commonwealth money.
- How they employee people in their community.
- How they have helped or mentored other businesses.
- How they have provided exceptional service in public contracting.
- How they have enhanced the purchasing process.
- How they have created ways to help the end user of their product or service.

**Here is a list of the companies in alphabetical order.**

1. Arvest Press
2. CQ Personnel
3. East Coast Petroleum
4. Executive Analytics & Design
5. Kelley Chunn & Associates
6. Rapport International
7. Rehabilitative Resources, Inc.
8. Strategis

If you have a Successful Case History, please send an email to [info@SuccessfulCaseHistories.com](mailto:info@SuccessfulCaseHistories.com). We want to spotlight several additional companies in the future.





Mayda Chaprazian

Michael Kaye

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Certification: WBE

Contract: OFF15

## **Successful Case History:**

### **Client:**

Massachusetts Department of Revenue (DOR)

### **Objective:**

Print and then mail notification of the new State Health Insurance requirements to all household in Massachusetts

### **Challenges:**

The first challenge was to win the bid while competing with firms that were 10 times our size.

The second challenge was to deliver 3,000,000 pieces of mail within printing and postage estimates.

The third challenge was to deliver within a very precise time frame

### **Results:**

Three Million pieces of mail were printed, delivered on time and at a cost that was less than budgeted.

Dollar Savings: Arvest Press was also able to save the Commonwealth over \$100,000.00.

Jobs Created: Employed additional minority and women employees

The DOR and the Commonwealth Health Insurance Connector Authority were able to successfully notify the people of Massachusetts of the new health insurance requirements. This was a winning project for the Department of Revenue, the Commonwealth Health Insurance Connector, the people of Massachusetts and the Arvest Press Team.

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Certification: WBE

Contract: PRF 24 Professional Services Temporary Help

### **Success Story:**

We would like to share a great success story of how you can gain new clients by attending the AMP Kick-Off event and working with the AMP. Members of the CQ Personnel team were networking with a former Commonwealth of MA Department head. We met him as a result of speaking with him in general about our status as a SOMBWA-certified WBE and chosen Vendor on the PRF 24 Professional Services Temporary Help contract. We talked about the Affirmative Market Program- goals this former employee was very familiar with. We went on to explain the advantages of supporting the work of the AMP, which ensures M/WBE's opportunities to participate in bidding and obtaining contracts with state agencies, and also explained the positive impact M/WBE's have on economic growth throughout Massachusetts. As a result, we were introduced to a Department head within the Commonwealth that ultimately became a client of ours.

This new client hired CQ Personnel to find them 15 temporary administrative employees for 5 different branch locations throughout the Commonwealth. CQ Personnel successfully fulfilled 100% of the job orders. Also, 65% of the workers were from diverse backgrounds, providing jobs to workers in the communities that had been unemployed. Also, the rate for billing was done at a discount, which provided for a solid savings to the Commonwealth.

This is just one of many successes we have experienced by both attending the STAR conventions and Meet the Vendor Kick-Offs with Monsi Quinones, Executive Director of the AMP and her entire team at Operational Services Division. We encourage you to participate in as many events as possible and help to grow this great program and grow your business!

**Affirmative Market Program**

Commonwealth of Massachusetts



East Coast Petroleum  
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Certification: M/WBE

Contract: Commonwealth of MA – Operational Services  
Division – Zone 1

### **Success Story:**

East Coast Petroleum is a privately held, woman-owned, SOMWBA/DBE certified venture established in 1985. Loretta DeGrazia began ECP as a one woman up-from-the-boot-straps enterprise and continued to enlarge it over two decades. ECP provide heating and fuel oil, air conditioning and refrigeration. Complete customer satisfaction is the main objective and the highest priority.

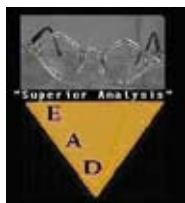
ECP began in Dorchester. ECP personnel varies between 17 and 26 full and part time employees. There is a fleet of 4 oil trucks and 3 repair and service call vans. Fuel truck drivers, heating, air conditioning and refrigeration installers and repair persons have all had required specialized training in their respective fields.

The company sells, installs, and maintains heating equipment, furnaces, burners, boilers, hot water heaters and oil tanks

ECP has been involved for many years in donating oil to homeless and veterans' shelters, oil co-operatives like Citizens Energy, as well as raising money for community charities like Marie Curry Cancer Walk and sponsoring an annual Christmas party for 150 Foster children. East Coast has also provided scholarships/mentoring activities for those entering the field and is a member of many local business groups including South Shore and Metro Chambers of Commerce, Quincy School/Community Partnership and NEWBO.

**Affirmative Market Program**

Commonwealth of Massachusetts



Executive Analytics & Design, Inc  
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Certification: M/WBE

Contract: Consulting

### **Success Story:**

Using Root Cause Analysis, Executive Analytics & Design, Inc. is in the business of helping our clients enhance their financial position through the use of our performance improvement technology services; especially for improved business financial process management. One of the clients, Welding Metallurgy, Inc., recently sold his business to a large publicly traded firm for over \$6,000,000.00. Yet, he still uses our services as he remains with them in a consulting capacity.

When EAD first moved to Roxbury, MA it brought the kind of technological resources to community businesses that are traditionally reserved for very large corporations, since the implementation costs are typically cost-prohibitive for smaller companies, EAD, with our expertise, we were able to offer our quality services at a very competitive price.

We achieved our first state contract by bidding on an RFP. Although we didn't win that bid, we received a call for a meeting with the Department of Mental Retardation (DMP) representative because they desired working with more M/WBE vendors and were highly impressed with our bid and experience. We saved the DMP huge dollars versus the cost of a very large consulting company that wanted to deliver the desired Asset Management solution. Since our overhead was much lower, and we have as much expertise as any consultant they would assign to such a project, we were able to build and support the solution for a much lower cost. We have happily worked with DMP for the last 4 years and hope to do more in the future; with other state agencies.

**Affirmative Market Program**

Commonwealth of Massachusetts



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Certification: M/WBE

Contract: Tobacco Education Campaign

### **Success Story:**

In 1995, while teaching at Northeastern University, I joined several other independent contractors in a collaborative called The Medial Investment Group (MIG) to win the first contract for the Tobacco Education Campaign for the African-American audience. It was a \$300,000 contract awarded by the Department of Public Health. This opportunity allowed us to kickstart our businesses. Some ten companies formed the Media Investment Group. The contract allowed us to hire local writers, designers, videographers, and actors who helped to produce and star in the series of TV, radio and print ads that “helped to make smoking history”.

Winning the bid jumped started my multicultural and social marketing consulting business and validated my business model which is based on working collaboratively with other independent contractors. We have worked on a wide range of government contracts – primarily dealing with health disparities – including obesity prevention, prostate health, breast cancer awareness and lupus.



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Certification: WBE  
Contract: Foreign Language Translation

### **Success Story:**

Rapport International became SOMWBA certified in 2005. Unfortunately, the foreign language translation contract would not open until 2007. Even though the AMP Coordinators expressed an interest in our services, they were limited because the company was not “on contract”. At the fall “Meet the Vendor” event, the Executive director, Wendy Pease learned that partnering with companies on contract would be a viable way to start doing business with the state of Massachusetts.

Following the conference, Wendy reached out to a variety of possible partners and discovered that they did look for SOMWBA-certified companies to provide sub-contracted services. This was a successful suggestion as Rapport International:

- \*translated the Pension Plan for the State of Massachusetts employees by subcontracting for a printer.
- \*provided translation and foreign language desktop publishing services for the Massachusetts Department of Public Health.
- \*translated the State of Massachusetts Tourism web site into seven different languages as a subcontractor to a tourism agency.

By participating in these subcontracted projects, the State of Massachusetts supported a SOMWBA-certified business and helped Rapport International develop a track record of successfully completed projects for the state.



**Affirmative Market Program**  
Commonwealth of Massachusetts





Rehabilitative Resources, Inc.  
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Certification: M/WBE

Contract: Department of Mental Retardation Supports

### **Success Story:**

#### **Rehabilitative Resources Inc. (RRI)**

Rehabilitative Resources Inc. (RRI) is a private-not for profit human service agency located in Sturbridge, Massachusetts. The agency is led by Bonita Keefe-Layden who is the CEO and has been with the agency since 1977.

RRI was first founded by a group of 5 volunteers in 1973 and later incorporated in 1975. The purpose of the agency was to provide supportive services for people with developmental disabilities that were coming out of institutions. The Commonwealth had just passed a consent decree providing for de-institutionalization for individuals with developmental disabilities. The group of volunteers fundraised for 2 years to purchase two houses to be used as group homes. Services officially began in 1977 with 16 employees to support 16 group home residents and 25 people in the home teaching program. One of the RRI group homes was the first licensed adolescent group home in Massachusetts.

The agency was formerly known as South Central Rehabilitative Resources, Inc. (SCRRI) until 1999 when the name was shortened to just Rehabilitative Resources Inc. This change was a reflection of the expansion of services statewide.

Continued on next page

Rehabilitative Resources, Inc.  
1 Picker Road  
Sturbridge, MA 01566

Today RRI is an 18 million dollar agency and has over 448 employees in the residential, administrative and transportation departments. There are 42 agency owned group homes, 21 of which are totally accessible. The agency serves over 330 individuals with developmental disabilities and successfully provides them with the support they need to be active, contributing members of their communities. The services provided in the community are cost effective in comparison to supports in the state institutions where many of these people lived or would live without these services. These programs generate approximately a \$15,000,000 savings to the Commonwealth and at the same time diverting \$18,000,000 of payroll and purchases to local communities creating 448 local jobs.



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Certification: M/WBE

### **Success Story:**

Since its inception, Strategis has more than quadrupled its size. Beginning as an advertising agency in 2000, Strategis now offers its clients a full-range of marketing services including advertising, media planning, development, and management, online marketing, direct marketing, marketing research, creative development, and strategic consulting.

Strategis works diligently with its clientele to develop personalized marketing programs that build strong, recognizable, consistent, and successful brands.

Strategis partners with clients that work hard everyday to improve the quality of life for the citizens of the Commonwealth of Massachusetts. These clients including public education, city departments, law enforcement, transportation and Non-Profits.

Recently, Strategis was ranked 1,576 on the INC.COM 5,000 list of all small businesses in the United States



# Affirmative Market Program

Commonwealth of Massachusetts

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